

How guests and AI assistants find Hotel Northampton

Prepared by Ethan Hawkes · checked 30 October 2026 (about 9:32 pm ET) · [PDF copy](#)

The short version. Your title and heading are clear. Underneath, the structured data describes a web page rather than a hotel, and the search-result description stops mid-sentence.

What we checked

- Your home page, fetched signed out
- Your robots.txt, sitemap and llms.txt
- The structured data (JSON-LD) that search engines and AI assistants read from your home page
- Every finding below is quoted exactly, with the page it came from and the time it was fetched

What we found on your site

Your structured data describes a web page, not a hotel

“@type": "WebPage"”

```
<meta property="article:publisher" content="https://www.facebook.com/HotelNorthampton/" />
<meta property="article:modified_time" content="2026-10-30T19:29:46+00:00" />
<meta property="og:image" content="https://www.hotelnorthampton.com/wp-content/uploads/2016/08/Home-Hotel-Northampton.png" />
<meta property="og:image:width" content="1200" />
<meta property="og:image:height" content="630" />
<meta property="og:image:type" content="image/png" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:site" content="@Hotel_NHampton" />
<script type="application/ld+json" class="yoast-schema-graph">{ "@context": "https://schema.org", "@graph": [ { "@type": "WebPage", "id": "https://www.hotelnorthampton.com/", "url": "https://www.hotelnorthampton.com/", "name": "Hotel Northampton - Historic Hotel in Downtown Northampton, MA", "isPartOf": { "@id": "https://www.hotelnorthampton.com/" } } ] }
```

schema: WebPage, no Hotel

Source: <https://www.hotelnorthampton.com/>, fetched 2026-10-30 21:32 ET

The Yoast block on your home page lists WebPage, WebSite and breadcrumb types, but no Hotel entry. That entry is where search engines and AI trip planners read your address, phone, check-in times and price range as facts.

Your search-result description ends in "..."

“content="The Hotel Northampton, built in 1927, offers 106 elegantly furnished guestrooms and luxury suites..."”

```
{return!!(null!=n&n!=o.tag||null!=t&t!=o.priority)}}),gform.hooks[o][r]=e)}});
</script>

<meta name="viewport" content="width=device-width, initial-scale=1" />
<meta name='robots' content='index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1' />

<!-- This site is optimized for speed and SEO in v28.5 - https://yoast.com/product/yoast-seo-wordpress/ -->
<title>Hotel Northampton</title>
<meta name="description" content="The Hotel Northampton, built in 1927, offers 106 elegantly furnished guestrooms and luxury suites..." />
<link rel="canonical" href="https://www.hotelnorthampton.com/" />
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="website" />
<meta property="og:title" content="Hotel Northampton - Historic Hotel in Downtown Northampton, MA" />
<meta property="og:description" content="The Hotel Northampton, built in 1927, offers 106 elegantly furnished guestrooms and luxury suites..." />
<meta property="og:url" content="https://www.hotelnorthampton.com/" />
<meta property="og:site_name" content="Hotel Northampton" />
<meta property="article:publisher" content="https://www.facebook.com/HotelNorthampton/" />
```

Source: <https://www.hotelnorthampton.com/>, fetched 2026-10-30 21:32 ET

This is the text Google usually shows under your name. It is cut off before it says where you are or why to stay.

Why it matters

Search engines and AI trip planners read the structured data block and the files at the root of your site to learn your basic facts. When those are missing or disagree with what a guest sees, machines either skip them or repeat the wrong version, and fill the gaps from booking sites instead of from you.

3 fixes, ranked

1 Add a Hotel block.

In Yoast (or a schema plugin), set the site to a Hotel / LodgingBusiness with address, phone, check-in/out and price range. **Web · 30 minutes**

2 Finish the description.

For example "Historic 1927 hotel at 36 King Street in downtown Northampton, MA, with 106 rooms and suites." **Web · 10 minutes**

3 Test the home page in Google's Rich Results Test.

Paste the home page URL into search.google.com/test/rich-results to confirm the hotel block reads the way you want. **Web · 15 minutes**

If it's useful, I'd welcome 20 minutes to compare notes on how guests are finding independent hotels now. — Ethan Hawkes, Signalry

Prepared by Ethan Hawkes. Everything here comes from public web pages, fetched signed out on 30 October 2026 (about 9:32 pm ET). Websites change, so treat each quote as a snapshot at the time shown. Nobody at Hotel Northampton was contacted, and nothing was booked.

Method and evidence